

Exploration on the Teaching Reform and Innovation Path of College English from the Perspective of New Media

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Abstract: With the advent of the new media era,college English teaching model is also facing new opportunities and challenges. Traditional teaching model has been unable to meet the social demand for English talents,and new media technology has brought more opportunities for college English teaching.This paper analyzes the application of new media technology in college English teaching,and puts forward a concrete innovation path.With the rapid social and economic development and cultural exchange in the world,China is more and more closely connected with all countries in the world,which puts forward higher requirements for the training of English talents in colleges and universities in our country.In the new media era,how to combine new media technology with college English teaching to cultivate English talents with innovative ability and international vision has become an important issue for the development of college English education.

Keywords: New media;College English;Teaching reform;Innovation path

Fund Project:

Key Construction Projects of Undergraduate Majors of Tianshi College in 2020:English major Project Number:ZDZY202002

1. The Necessity of Teaching Reform of College English in the New Media Era

Colleges and universities are the main bases for training talents in our country,and English,as an important course in college teaching,plays a vital role in promoting all-round development of students.It is mainly teacher-centered that the traditional college English teaching mode.Teachers impart English knowledge to students through various teaching methods,while students acquire knowledge through classroom learning.This teaching mode lacks interaction between teachers and students,resulting in low efficiency of classroom teaching.In the era of new media,the channels have become diversified for students to obtain information,and they have higher requirements for English learning.In the era of new media,students can acquire knowledge through the Internet,TV,radio and other ways.Under such circumstances,if teachers still teach students according to the traditional teaching mode,it is difficult to meet the needs of students for English learning.Therefore,in the new media era,we must reform college English teaching.

2. English Teachers Should Improve Their Professional Quality

English teachers should strengthen the study of new media technology,be familiar with network information technology,and master the basic skills of using information technology to teach students.Since the new media teaching platform is established in the network environment,English teachers can make full use of the abundant teaching resources on the network information platform,including high-quality courseware,audio,video and abundant learning resources on the network teaching platform,organically combine these resources with teaching content to stimulate students'learning interest and make students to acquire knowledge in a relaxed and pleasant atmosphere.In addition,teachers can also make use of the abundant teaching resources on the network information platform to make some English-related micro-lessons and videos to assist English teaching. For example,teachers can use mobile phones to make micro-class videos,use mobile phones to download courseware on learning websites,and then import courseware to mobile phones for playback and explanation,which can not only make up for the lack of mobile phone signal in the traditional classroom,but also use mobile phones to make up for the inconvenience caused by the

absence of computers and projectors and other equipment. In addition, teachers can also use WeChat, QQ, Weibo and other social media software to communicate with students. In this way, it can make students communicate with teachers in a timely manner and broaden students' horizons of learning English. At the same time, when communicating with students, teachers can show the micro-lesson videos made by themselves to students. Teachers can also make use of the abundant English learning resources on the network information platform and the online communication platform to provide students with professional knowledge explanation, learning method guidance and mental health education.

3. Applying New Media Technology to Build Personalized Learning Platforms for Students

The purpose of college English teaching is to cultivate high-quality talents with international vision and innovative ability, which requires college English teachers to change teaching concepts, optimize teaching content, enrich teaching methods, and improve students' English learning ability. The traditional English teaching mode mainly focuses on classroom knowledge imparting. Teachers explain knowledge in class and students consolidate knowledge after class. This traditional teaching mode is difficult to meet students' individual demand for English knowledge. In the era of new media, English teachers in colleges and universities can establish communication and interaction platforms among students through social software platforms such as WeChat and Weibo, and share and exchange students' problems and opinions with the help of WeChat and Weibo. Teachers can also create some thematic content on the new media platform, such as "news broadcast" and "cultural questions and answers", so that students can use fragmented time for independent learning after class. Students learn through the content they are interested in, which can stimulate their interest and enthusiasm in English learning, and improve students' English learning efficiency.

For example, in English teaching, teachers can use WeChat to provide students with background knowledge, cultural knowledge and communication tools. In this process, teachers can explain and supplement the relevant content according to the needs of students. For example, when teaching the course "Cultural Question and Answer", teachers can assign some questions or topics related to Chinese culture in the class. By discussing these issues, students can deepen their understanding of Chinese culture. In addition, teachers can encourage students to post articles or pictures related to English learning in their WeChat official accounts. These contents can help students expand their English knowledge and improve their comprehensive English literacy and thinking ability. In addition, teachers can interact with students through the WeChat platform. For example, teachers can send some interesting English stories or English news to students through WeChat official accounts.

4. Using New Media Technology to Optimize Classroom Teaching Design

In order to improve the quality of college English teaching, college English teachers can apply new media technology in their teaching design. The use of new media technology can make the teaching process more interesting and attractive. Teachers can make micro-class videos with teaching content, which can not only stimulate students' interest in learning, but also guide students to learn independently after class in this way. At the same time, teachers can optimize the teaching process in this way. For example, when teaching college English texts, teachers can make micro-class videos with relevant content, so that students can learn independently. Teachers can also adjust the content and progress of classroom teaching according to the actual situation and learning progress of students, so that students can have a deeper understanding of knowledge. Teachers can also use new media technology in class to enrich teaching methods. For example, when talking about a topic, they can play relevant videos or audio to help students better understand and master relevant knowledge. In this way, it cannot only stimulate students' interest in learning, but also make classroom teaching more interesting.

In addition, teachers can use new media technologies in the classroom to stimulate students' imagination. For example, teachers can make corresponding micro-lesson videos. In the micro-class videos, the teacher will talk in the voice of a foreigner. In this way, students can not only better understand the relevant knowledge points, but also exercise their listening and speaking ability. With the continuous development of network technology, teachers can use new media technology to enrich the teaching content and form, and apply it in classroom teaching to stimulate students' learning interest. Teachers can also use the network platform to assign related homework or assign self-directed learning tasks.

5. Integrating English Culture into English Teaching

From the perspective of new media, integrating English culture into college English teaching is an important way to improve teaching quality, deepen students' language understanding and application ability, and cultivate cross-cultural communication quality. With the in-depth development of globalization and the wide application of new media technology, the traditional

teaching mode based on grammar and vocabulary can no longer meet the modern society's demand for English talents, and it is particularly crucial that English cultural education with depth and breadth. Firstly, the integration of English culture can broaden students' horizons, enable them to go beyond the framework of language itself, understand and respect different values, ways of thinking and social customs, and thus have the ability to communicate effectively in a global context. Through the new media platform, teachers can introduce rich multimedia resources, such as film clips, news reports, Internet forums, social media, etc., to vividly show the social life, historical background and contemporary hot issues in English-speaking countries, so that students can perceive and learn English culture in an "immersive" experience. Secondly, with the help of new media technology, teachers can build more interactive teaching situations and encourage students to actively explore and practice English culture. For example, using virtual reality technology to conduct simulated conversation exercises, or organizing online international exchange programs, teachers can give students the opportunity to communicate directly with native English speakers and experience personally the diversity and dynamicity of English culture.

6. Conclusion

In the perspective of new media, the exploration and practice of reform and innovation in English teaching in universities not only respond to the urgent needs of the times, but also have important significance for improving the quality of English teaching in Chinese universities, cultivating high-quality talents with a global perspective and cross-cultural communication abilities. By strengthening the professional quality of English teachers, building the personalized learning platforms, optimizing classroom teaching design, and deeply integrating English cultural elements into English teaching, we have achieved a series of positive teaching results.

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